

Message Text

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PAGE 01 COPENH 00240 290755Z

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ACTION COME-00

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INR-10 NSAE-00 RSC-01 TRSE-00 XMB-07 OPIC-12 SPC-03

CIEP-02 LAB-06 SIL-01 OMB-01 AGR-20 USIA-15 DRC-01

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P R 281453Z JAN 74

FM AMEMBASSY COPENHAGEN

TO SECSTATE WASHDC PRIORITY 839

INFO AMEMBASSY STOCKHOLM

AMCONGEN FRANKFURT

UNCLAS COPENHAGEN 0240

E.O. 11652: N/A

TAGS: ECOM, DA

SUBJ: FISCAL YEAR 1975 COUNTRY COMMERCIAL PROGRAMS

REFS: A) STATE 06882; B) COPENHAGEN 1619; C/ COPENHAGEN 2202;

D) EMB. A-267

BEGIN SUMMARY. IN RESPONSE TO REFTEL A, EMBASSY'S UP-DATED
STATEMENT OF RECOMMENDED COMMERCIAL OBJECTIVES FOR FY 75.
TOGETHER WITH DISCUSSION OF ALLOCATION OF RESOURCES AVAILABLE
TO COMMERCIAL ACTIVITIES, ARE SET FORTH BELOW. END SUMMARY.

1. IN ORDER TO MAXIMIZE IMPACT OF TRADE PROMOTIONAL ACTIVITIES
AIMED AT EXPANDING US EXPORTS TO DENMARK, EMBASSY
PLANS TO ESTABLISH THREE POINT PRIORITY PROGRAM. PRIORITY
SETTING WILL BETTER FOCUS FUNCTIONAL EFFORTS OF VERY LEAN ECON/
COM STAFF.

PRIORITY I. MAINTAIN HIGHEST POSSIBLE QUALITY OF BASIC COMMER-
CIAL SERVICES, I.E. WTD REPORTING, ADS, TOP, SUPPORT OF STOCKHOLM,
FRANKFURT TCS, COMMERCIAL NEWSLETTER, AS WELL AS
PROMPT, SUBSTANTIVE RESPONSE TO SERIOUS TRADE INQUIRIES, AND
PROMOTION OF REVERSE INVESTMENT AND TRAVEL (WITH PARTICULAR
UNCLASSIFIED

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PAGE 02 COPENH 00240 290755Z

EMPHASIS ON DANISH GROUP BUSINESS TRAVEL TO THE US).

PRIORITY II. DIRECT MAIN THRUST OF TRADE PROMOTIONAL EFFORTS
TOWARDS FOLLOWING SELECTED OBJECTIVES:

A. OBJECTIVE ONE: CONTINUE TO PROMOTE US PRINTING AND BOOKBINDING EQUIPMENT. ACTION ONE: BASED ON THE FINDINGS REPORTED IN EMBASSY'S RECENT MARKET STUDY ON GRAPHIC ARTS EQUIPMENT, FOCUS ON THE PRODUCTS SHOWN IN THAT STUDY AS HAVING HIGH OR GOOD SLES POTENTIAL, DEVELOPING MAXIMUM TRADE OPPORTUNITIES. ACTION TWO: MAINTAIN ESTABLISHED CONTACTS WITH AGENTS AND END-USERS.

B. OBJECTIVE TWO: INTENSIFY PROMOTION OF US MACHINE TOOLS, ESPECIALLY IN THE AREAS OF SOPHISTICATED EQUIPMENT. ACTION ONE: IDENTIFY POTENTIAL END-USERS OF NUMRICALLY CONTROLLED EQUIPMENT WITHA VIEW TO DEVELOPING LEADS FOR DANISH AGENTS OF US MAUFACTURERS. ACTION TWO: WATCH THE GROWING MARKET FOR INDUSTRIAL ROBOTS, DEVELOPING TRADE AND/OR AGENCY OPPORTUNITIES. ACTION THREE:BE ALERT FOR OPPORTUNITIES TO IDENTIFY GOOD DANISH AGENT/DISTRIBUTORS TO MACHINE TOOL FIRMS NOT PRESENTLY REPRESENTED IN DENMARK.

C. OBJECTIVE THREE: INCREASE THE NUMBER OF TRADE OPPORTUNITIES. ACTION ONE: FOLLOW UP ON TRADE LEADS DEVELOPED IN AGENCY DISTRIBUTOR SEARCHES AND IN THE COURSE OF REP-FINDING IN CONNECTION WITH STC AND OTHER TRADE CENTER AND SIMILR SHOWS. ACTION TWO: CHANNEL INQUIRIS FROM COMMERCIAL LIBRARY THROUGH COMMERCIAL STAFF FOR POSSBLE DEVELOPMENT ON NEW LEADS. ACTION THREE: ENCOURAGE RESEARCH CONTRACTORS TO INCLUDE QUESTIONS ON IMMEDIATE EQUIPMENT NEEDS IN ALL INTEVIEWS IN CONNECTION WITH MARKET BRIEFS ACTION FOUR: CLOSELY FOLLOW AND PROMPTLY REPORT ON PUBLIC, AND PRIVATE SECTOR CONSTRUCTION PROJECTS.

D. OBJECTIVE FOUR: PLAN FOR STC OFF-SITE EXHIBITION IN THE INTERNATIONAL ELECTRONIC COMPONENTS SHOW AT THE BELLA CENTER, COPENHAGEN, OCTOBER 3-9, 1975(REF C)
ACTION ONE: SHOULD THE DEPARTMENT CONCUR, PREPARATORY WORK WILL HAVE TO BE INITIATED NOT LATER THA LAST HALF OF FY 1975.

E. OBJECTIVE FIVE: PROMOTE US EXPORTS OF BOTH GOODS AND TECHNICAL KNOW-HOW VIA DANISH TRADING COMPANIES ACTIVE IN EASTERN UNCLASSIFIED

UNCLASSIFIED

PAGE 03 COPENH 00240 290755Z

EUROPE. ACTION ONE: IDENTIFY, BYINDUSTRY CLASSIFICATION, FIRMS WITH PARTICULAR INTEREST AND ENTREE TO EASTERN MARKETS. ACTION TWO: TRY TO ENCOURAGE DANISH FIRMS TO PROMOTE, THROUGH THEIR PERSONAL CHANNELS, ATTENDANCE OF THEIR CONTACTS AT U.S. TRADE CENTERS OR OTHER EXHIBITIONS WHERE AMERICAN GOODS ARE SHOWN.

F. OBJECTIVE SIX: MAKE EMBASSY PREMISES AVAILABLE TO AMERICAN FIRMS FOR PROMOTION OF THEIR PRODUCT (S). ACTION ONE:

PUBLICIZE AVAILABILITY OF EMBASSY AUDITORIUM FOR AMERICAN FIRM'S USE THROUGHOUT LOCAL BUSINESS COMMUNITY.

ACTION TWO: BASED ON ADDRESSOGRAPH-MULTIGRAPH'S SUCCESSFUL NEW EQUIPMENT PRESENTATION (EMB'S A-261, DEC. 7, '73)

EXPAND PROMOTION TO INCLUDE SEVERAL FIRMS IN RELATED LINES.

ACTION THREE: IN COOPERATION WITH USIS, SPONSOR TECHNICAL OR TRAVEL SEMINARS.

6. OBJECTIVE SEVEN: INCREASE US SHARE OF MARKET FOR EDP EQUIPMENT. (AS THIS WAS BEING TYPED CABLE WAS RECEIVED CANCELLING THE COMPUTER SOFTWARE TRADE MISSION, SCHEDULED FOR JUNE 194. MISSION WAS TO HAVE SERVED AS A BASE FOR AN INTENSIVE FOLLOWUP AND MARKET DEVELOPMENT EFFORT AND OBJECTIVE ORIGINALLY CARRIED A HIGHER PRIORITY).

ACTION ONE: USING T. BAK-JENSEN MARKET SURVEY AS GENERAL GUIDE, CONTINUE TO WATCH MARKET DEVELOPMENTS AND IDENTIFY TRADE OPPORTUNITIES IN BOTH HARDWARE AND SOFTWARE AREAS. ACTION TWO: MAINTAIN ESTABLISHED PERSONAL CONTACTS WITH AGENTS AND END-USERS.

PRIORITY III. EFFORTS WILL BE MADE TO MAXIMIZE TRADE PROMOTIONAL SUPPORT FOR ADDITIONAL PRIORITY PRODUCT CATEGORIES SELECTED AS HAVING GOOD-TO-EXCELLENT INCREMENTAL SALES POTENTIAL IN DENMARK AND SUBMITTED UNDER REF. D. CLOSE ATTENTION TO THE CHANGING NEEDS OF THE MARKET WILL BE NECESSARY SINCE PRODUCT CATEGORIES IN WHICH US INDUSTRY IS COMPETITIVE ARE SUBJECT TO CONTINUING TECHNICAL AND MARKETING CHANGES. STILL UNKNOWN EFFECTS OF ECONOMIC DISLOCATIONS TRIGGERED BY ENERGY CRISIS WILL ALSO HAVE TO BE WATCHED FOR THEIR EFFECTS ON US COMPETITIVE POSITION.

2. RESOURCE ALLOCATION: ACTION ONE: PROPOSE THAT ANNUAL MARKET OUTLOOK REPORT BE ABOLISHED. AS SEMI-ANNUAL ECONOMIC TRENDS
UNCLASSIFIED

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PAGE 04 COPENH 00240 290755Z

REPORT INTERPRETS LOCAL ECONOMIC CONDITIONS AND TRENDS IN LIGHT OF IMPLICATIONS FOR AMERICAN EXPORTS, MARKET OUTLOOK REPORT BECOMES MERELY A REHASH OF ALREADY REPORTED INFORMATION. BY FURTHER BROADENING COMMERCIAL INPUT IN TRENDS REPORT, WE BELIEVE THIS UNNECESSARY DUPLICATION CAN BE ELIMINATED WITH IMPROVED QUALITY AND TIMELINESS. (LAST FEBRUARY, FOR EXAMPLE, COMMERCE TODAY CARRIED A MARKET OUTLOOK ARTICLE TAKEN FROM THE TRENDS REPORT FOLLOWED 10 WEEKS LATER BY A SIMILAR WRITE-UP TAKEN FROM THE MARKET OUTLOOK REPORT).

ACTION TWO: WITH THE ACQUISITION OF AN ELECTRONIC TYPING SYSTEM WITH MEMORY UNIT BY THE EMBASSY, THE ECON/COM SECTION EXPECTS NOT ONLY TO BE ABLE EFFECTIVELY TO PERSONALIZE ITS PRESENT HIGH VOLUME OF TRADE LETTERS AND ANNOUNCEMENTS OF US EXHIBITS, BUT ALSO TO ESTABLISH FINALLY A DIRECTORY OF DANISH AGENTS, DISTRIBUTORS, AND END USERS CLASSIFIED BY BTN NUMBERS. AS TRADE

LETTERS ARE WRITTE, THE ADDRESSEES TRADE INTEREST WOULD BE CODED INTO THE MACHINE'S MEMORY UNIT FOR LATER RETRIEVAL.

ACTION THREE: CONTINUE TO UTILIZE OUTSIDE CONTRACTORS FOR MARKET STUDIES WHICH, UNDER PRESENT STAFFING ARE BEYOND SECTION'S CAPACITY.

ACTION FOUR: CONTINUE TO MAXIMIZE USE OF STAFF TIME AND EXPERTISE WITHIN COMBINED ECON/COM SECTION WHICH HAS SO FAR PROVED HIGHLY EFFICIENT.

ACTION FIVE: EXAMINE WITH USIS POSSIBILITIES OF CONSOLIDATING COMMERCIAL AND USIS LIBRARIES.

3. EMBASSY COMMENT: INSPITE OF OUR COMMITMENT TO MAINTAIN A SCHEDULE OF PRIORITIES, WE FIND IT INCREASINGLY DIFFICLT TO DO SO. EC MATTERS, COMPOUNDED BY THE ENERGY CRISIS AND MONTARYPROBLEMS, ADD TO OUR REPORTING AND REPRESENTATIONAL RESPONSIBILITIES. OTHER US GOVERNMENTAL AGEICIES REGULARLY CALL ON THE SECTION'S ASSISTANCE IN A WIDE RANGE OF SUBJECTS FROM ANTITRUST TO CUSTOMS MATTER'S. MANY NON-PROGRAMMED CALLS ON THE SECTION'S TIME CAUSE FRUSTRATION AND MPATIENCE IN GETTING ON WITH THE JOB OF PROMOTING SALES OF US PRODUCTS. A MAJOR INGREDIENT OF PROPER TRADE PROMOTION, FURTHERMORE, IS REGULAR PLANT VISITS. IT IS BECOMING PROGRESSIVELY MORE DIFFICULT TO RESERVE TIME FOR EVEN LOCAL VISITS IN THE NIEGHBORHOOD OF COPENHAGEN, TO SAY NOTHING OF MORE ABITIOUS TRIPS TO INDUSTRIAL CENTERS IN JUTLANDOR FUNEN. AS FOCUS ON EXPORT PROMOTION EXTENDS TO OTHER AGENCIES, COMMERCIAL UNIT SHOULD BE ABLE TO PROVIDE FOLLOW-UP ON LEADS IDENTIFIED BY USIA, AGRICULTURE, AND MAAG. THIS IS NOT NOW THE UNCLASSIFIED

UNCLASSIFIED

PAGE 05 COPENH 00240 290755Z

CASE. IT MAY, THEREFORE, BE NECESSARY AT TIMES FOR THE EMBASSY TO MOVE PRIORITIES AROUND IN ORDER TO ACCOMMODATE UNEXPECTED WORKLOADS, ENTAILING SUBSTANTIAL REDUCTION OF RESCHEDULING OF ASSIGNMENTS. DUNNIGAN

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